



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)
VISIT CARMEL
BOARD OF DIRECTORS REGULAR MEETING
Sunset Center, Chapman Room and on Zoom
Carmel-by-the-Sea, CA 93921
Thursday, November 30, 2023
2:30 PM

MINUTES

Board Members Present:

Pam Sheppard, Horizon Inn; Mark Watson, Inns-by-the-Sea; Chip Rerig, City of Carmel; Carrie Theis, Hofsas House; Amy Herzog, Executive Director; Candace Fecteau, Tradewinds Inn/Stilwell Hotel (virtual), Rich Pepe, Pepe International; Lance Wills, CCC.

Also in Attendance:

Jeff Burghardt & Nicole Dore, Visit Carmel; Dani Hannah & Ty Whitaker, The Abbi Agency; Suzanne Gravell, CARS; Graeme Robertson, CRA; Ken Spilfogel, Flaherty's; Manny Espinoza, photographer; Dale Byrne, Carmel Cares; Annelise Nussbacher, Sunset Center.

Board Members Absent:

Chris Whitman, Pali Society; Mary Crowe, La Playa; Greg Ahn, Seventh & Dolores/Folktale; Mike La Pier, MRY.

Pam Sheppard called the Meeting to order at 2:33 pm.

Public Comment:

Sunset Center – events gallery reception on Friday 15, 13th of Dec – Holiday Party

Minutes: Chip Rerig motioned to accept minutes from Nov 9, seconded by Carrie Theis. Passed with Mark Watson abstaining.

CRID Marketing Committee Nominations: Amy Herzog reported:

Nominees for CRID Marketing Committee:

Appointed for one-year terms.

Greg Ahn, 7th and Dolores/The Annex

Monique Black, Chez Noir

Anthony Carnazzo, Stationaery

David Huh, Sushi Heaven

Sarah Babat-Marcy, Cultura

April Montgomery, Links Club

Gian Pepe, Vesuvio/Little Napoli

Alyssa Ross, Il Fornaio

Ken Spilfogel, Flaherty's

Motion to accept slate of nominees as presented from Mark Watson, seconded by Rich Pepe.

Passed unanimously.

Marketing Report: Jeff Burghardt presented:

Fall Campaign

Sept – Nov

- Website up for year up 10.5% / Fall users up 1.7%
- Web referrals – 12016 up from 2022 – already higher than any previous year YOY to date.
- Digital Drive market CTR 1.63% (.9% industry average)
- View Rate You tube 59.52%
- Fly market advertising CTR 1.78% (.9% industry average)
- Expedia 18K spend (149K actual bookings) ROAS \$8.2
- Eblast – 35.7 open / 5% CTO rate (above industry)

Winter/Spring Target Markets – Q1

- Visitors 2016 - 2021
 - California based 90%
 - NorCal 84%
 - Out of State 10%
- Visitors 2021 – 2022
 - California Based 96%
 - NorCal 88%
 - Out of State 4%
- IP Data
 - California based 77%
 - NorCal 61%
 - Out of State 23%

- Web Traffic - 93% US / 7% international
- Storybook kind of Place campaign
- Creating new Hybrid website page – Offers and packages front and center.
 - Packages and offers by property.
 - General listing of all hotels
- Dining Guide printed and being distributed
- New Social Adds highlighting all restaurants – highlight “more restaurants per capita”

Upcoming Info and Meetings:

- CRID Agreement with City expires working on new agreement.
- January 11 Meeting – Annual Meeting at La Playa
 - Year in review/debut winter campaign/integrated marketing
- Feb 8 meeting
- March 7 Meeting - change from following week
- Visit California Outlook Forum – March second week

Mid Year Budget Review:

- Projected Revenue \$2.43 M
- Current Marketing – \$1.84 M
 - Marketing - \$1.52M
 - PR - \$316K
- Projected Ending Cash Balance \$1.20M
 - Reserve Fund \$267K
 - Unrestricted Cash \$937K
- 33% of projected unrestricted ending cash \$310K
- Recommended allocation of 310K
 - Marketing \$240 K
 - PR \$70 K
- Chicago Flight – If this happen within Fiscal Year

Marketing update for new spend

- Visitor Spend by market / % of investment
 - 76% San Fran / 52%
 - 18% Sacramento / 18%
 - 31% LA / 31%
- Demographic
 - 84% from 45 up
 - 87% making \$125 K – up
 - 60% from 1 M net worth
 - 55+ contributed to 59 % of visitor spend
 - Visitors with HHI of \$150K contributed 62%

Considerations

- Mountain / performance TV and Digital
 - Retargeting with digital and social
 - Market to guest in real time
 - 7th Largest inventory buyer - so great exposure
 - Building specific audience for prospecting/retargeting
 - Propose 4 months Jan – Apr /All qualified traffic/Norcal
 - Full media mix including TV, Display and Video Adds
 - 20 K /month – Test Budget 80K
- Madden Media - Near
 - IP targeting
 - Curates Lookalike Audience Q1
 - Video and Banner ads
 - \$30K
- Comcast
 - Streaming TV and Video on Demand
 - Precise targeting audience using key features
 - Jan – Mar / Alternating weeks
 - \$50K
- Visit California “Road Trips” full page ad - 23K
- E-newsletter – dedicated e-newsletter – 34 K @ 8,500 each
- Running banner ads on Visit California - 10 K
- KQED “Check Please” ads
 - 7 week schedule
 - 84 commercials
 - 12X weekly airing
 - \$43.6K
- Expedia – International ad buy - \$20K
- American Airlines – in flight WIFI (not high recommend)
- United Airlines in flight
- Reach TV at airports
- Navigator – retargeting campaign (real time retargeting)
- Quantcast – AI oriented data
- Sunset Magazine (April -May issue) Culinary week \$25K
- Acacia – to gather wine forward video and marketing \$48K

Jeff Burkhardt’s recommendations:

Mountain	\$80.0 K
KQED	\$43.6 K
Sunset	\$25.0 K
Ink-Global Navigator	\$50.0 K
Acacia Wine Video	\$48.8 K
Total	\$247.4K

Discussion of options

Motion to approve Mountain, KQED and Sunset made by Rich Pepe, second by Chip Rerig.
Passed Unanimously.

PR Update:

Additional Spend

1. La Playa Media Event sponsorship \$20K
 - a. Additional Champagne reception for guests \$12K
2. Social Media Retainer Adjustment
 - a. Return to higher retainer at \$7K
3. Agency Visitation
 - a. per visit – 3 total visits \$1.2K
4. Media Marketplace Events
 - a. to attend important events \$7K
5. International PR
 - a. Working with Brass Tacks a PR communication based in UK \$1.5 K /month
6. Mini Content tip add on \$8K
 - a. 2 social media content trip gatherings
7. Earned and owned media workshops for visit Carmel Stakeholders \$2.2K

Total suggested budget increase \$76,850

Discussion regarding La Playa sponsorship opportunity

Chip Rerig made motion to approve Project 1 and Project 6. Carrie Theis seconded motion adding Project 2. Chip Rerig amended motion to include Project 2.

Motion passed 4 - 1

Additions to Agenda:

None

Pam Sheppard adjourned Open Session meeting at 4:20

Closed Session: Decision was made to renew Burghardt+Dore contract and provide an increase of \$1,000 for the monthly retainer.